WHAT I CLAIM IS:

CLAIM 1. A method of transmitting video and/or graphic data files over the Internet or Intranet from a Web site, comprising:

(a) encrypting the video and/or graphic data and storing it at a Web site associated with a server;

(b) encrypting a video player and storing it at the Web site;

(c) downloading the encrypted video and/or graphic data and encrypted video player of said steps (a) and (b) to a requesting computer via the Internet or Intranet;

(d) prior to said step (c), requesting the downloading of said encrypted video and/or graphic data and encrypted video player by the requesting computer;

(e) decrypting the video and/or graphic data and video player at the requesting computer; and

(f) playing back the decrypted video and/or graphic data via the decrypted video player.

CLAIM 2. A method of playing encrypted video and/or graphic data transmitted over the Internet or Intranet from a Web site, comprising:

(a) requesting by an end user's computer the downloading of encrypted video and/or graphic data and an encrypted video player from a Web site of the Internet or Intranet;

(b) receiving the requested encrypted video and/or graphic data and an encrypted video player from the Web site of the Internet or Intranet;

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(c) decrypting the encrypted video and/or graphic data and encrypted video player at the requesting computer; and

(f) playing back the decrypted video and/or graphic data via the decrypted video player at the end user's computer.

CLAIM 3. A method of preventing unauthorized use of video and/or graphic data, comprising:

(a) encrypting the video and/or graphic data;

(b) encrypting a video player;

(c) storing at least one of the encrypted video and encrypted player of said steps (a) and (b) at a Web site of the Internet or Intranet;

(d) downloading at least one of the encrypted video and encrypted video player of said steps (a) and (b) to a requesting computer via the Internet or Intranet;

(e) decrypting the encrypted video and/or graphic data and encrypted video player at the requesting computerl; and

(f) playing the decrypted video and/or graphic at the requesting computer via the decrypted player.

CLAIM 4. The method of preventing unauthorized use of video and/or graphic data according to claim 3, wherein said step (c) comprises storing both the encrypted video and encrypted player of said steps (a) and (b) at the Web site of the Internet or Intranet.

CLAIM 5. The method of preventing unauthorized use of video

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and/or graphic data according to claim 3, wherein said step (c) comprises storing the encrypted player of said step (b) at the Web site of the Internet or Intranet, said step (d) comprising transmitting the encrypted player to the requesting computer.

CLAIM 6. The method of preventing unauthorized use of video and/or graphic data, according to claim 5, wherein said step (a) comprises storing the encrypted video files at a requesting end-user's computer.

CLAIM 7. The method of preventing unauthorized use of video and/or graphic data, according to claim 3, wherein said step (c) comprises storing the encrypted video and/or graphic data of said step (a) at the Web site of the Internet or Intranet, said step (d) comprising transmitting the encrypted video and/or graphic data to the requesting computer.

CLAIM 8. The method of preventing unauthorized use of video and/or graphic data, according to claim 7, wherein said step (b) comprises storing the encrypted player at a requesting end-user's computer.